



## **Company Press Release**

### **Real Goods Launches Newly Designed Web Site Featuring Comprehensive Healthy Living and Renewable Energy Information and Products**

SANTA ROSA, Calif.--(BUSINESS WIRE)--Feb. 17, 2000--Real Goods Trading Corporation (Nasdaq: RGTC, Chicago Exchange: RGT), a California based retailer of environmental and renewable energy products using catalogs, retail stores, and the Internet, has just launched its completely re-designed website with a new clean look, superior organization, and a multitude of rich content. The new site can be found at [www.realgoods.com](http://www.realgoods.com).

“User-friendly” is the term Director of Electronic Commerce, John Deneen, uses to describe the new website. “We wanted to design a site that moves quickly and efficiently for our visitors. Too many sites today are way too difficult to use or navigate. Our goal was to present the entire line of Real Goods products and information in a logical, organized manner that enables the customer to focus on the content of the site, not try to figure out how to use it. But more importantly, it was designed to move fast. No matter how good an image or chart may be, no one appreciates having to wait 30 seconds for a download. Real Goods is one of the quickest sites on the Internet today and sets the standard in our product categories.”

Besides the new look and layout, the website has many new features that will please the user. Users can use search engines on the site that enable them to find products and information related to renewable energy, environmental and healthy living products. “We believe we have the most complete collection of products for healthy living and renewable energy available anywhere in the world, as well as incredibly rich content and information we’ve been gathering for more than 20 years,” reported Chairman and CEO John Schaeffer. “Our goal is to deliver the right amount of information to the consumer. Whether they’re looking for a quick purchase or they want to research how to

build a strawbale house with a solar system, or just to get the support of our great technical staff, the options are all there with our new site."

RealGoods.com features a wide array of products on the site, including anything and everything needed to build and maintain renewable energy systems (solar, wind or hydro power), environmentally-friendly products (organic clothing, items made from recycled materials), healthy living products (water and air purifiers) and an international selection of gifts and decorative accessories produced by cooperatives and artists from around the globe committed to fair labor and wage practices. Each product description on the site includes information on how it fits into the ecological mission of the company.

"The early feedback we've received on the site has been fantastic," reports President Mark Swedlund. "We've always had a strong reception to our products because of the commitment behind them. Now customers are able to find them in a colorful, attractive presentation that is accessible 24 hours a day, from anywhere a computer can be connected to the Internet. People have always liked our products - now they love our site too. Our business has rapidly been moving to the Internet - we're up to almost 20% of catalog sales now, and our new site should accelerate our conversion to that channel of distribution. We're very excited about our potential."

The following constitutes a "Safe Harbor" statement under the Private Securities Litigation Reform Act of 1995: This press release contains forward-looking statements that involve a number of risks and uncertainties. Important factors that could cause actual results to differ materially from those indicated by such forward-looking statements are set forth under the heading "Certain Considerations" in the Company's annual report on Form 10-KSB for the year ended March 31, 1999. These include risks and uncertainties relating to sales growth, availability of capital, customer preferences and the general economy.

Real Goods Trading Corporation is the largest provider of renewable energy and products for healthy living in the world through its catalogs and retail stores and on its Website ([www.realgoods.com](http://www.realgoods.com)) (call 1.800.762.7325 for a free catalog). The Company's common stock is publicly traded on the Chicago Stock Exchange under the symbol "RGT", on the Nasdaq Small Cap market under the symbol "RGTC", and through a bulletin board maintained on its web site (<http://www.realgoods.com>).

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